

Wells, Rich, Greene, Inc./767 Fifth Avenue/ New York, N.Y. 10022/Plaza 8-4300

Newspaper

Claude - ?

Jan 6

May 12, 1982

RECEIVED

MAY 18 1982

J. L. THOMPSON'S OFFICE

Mr. Ed Condon
Branham
733 Third Avenue
New York, New York 10017

Dear Ed:

I am writing this letter to express my own and my client's dissatisfaction with the Benson & Hedges ad placed in the "St. Augustine Record" on March 29, 1982 (enclosed). As you will notice, our ad is backed by a "Want Stronger Warnings" article.

Of course, this was not done purposefully but, it indicates a lack of awareness and discretion. I would be grateful if you would contact this particular newspaper and let them know of our dissatisfaction and ask them to see that something like this does not occur in the future.

I appreciate your assistance in this matter.

Cordially,

Leo Baumohl

Leo Baumohl

CC:C. Beck - PM
M. Brockenbrough
C. Lee
J. Thompson
R. Borak
B. Ferguson
B. Goldstein

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